
From: Yates, Margaret on Mon, Feb 12, 1996 4:53 PM
Subject: FW: Legends & Music responders
To: Alfieri, Frank; Hicks, Marcia(Kowal)
Cc: Claggett, Tom (LBC); Maggio, Melinda; Marin, Wendy; Prazak, Rebecca (LBC)

Frank/Marcia,

Quickly discussed the request below with Wendy today.

She's looking for some analysis - not total universe of folks selected and mailed the 95 Legends package - but among individuals who participated (raised their hand) by responding to the 800# provided in the package. It may be a small number.

Are you able to provide counts and records (with OCR codes) of the 800# responders so we can profile? If so what's the timing?

Please let's discuss specifics ASAP.

Thanks,

Margaret